

I claim:

1. An apparatus for interactive broadcast or cable television or radio comprising:

broadcast or cable television or radio data receiver means for receiving a data set including telephone number or electronic address data;

data processing means coupled to said broadcast or cable television or radio data receiver means for processing in predetermined manner at least said telephone number or electronic address data;

write data means coupled to said data processing means for writing said telephone number or electronic address data into memory means and

read data means coupled to said memory means for reading stored telephone number or electronic address data from said memory means wherein

said memory means comprises access means for providing said write data means and said read data means simultaneous or substantially simultaneous access to said memory means.
2. An apparatus according to claim 1 wherein
said broadcast or cable television or radio data receiver means comprises broadcast or cable television or radio tuner data receiver means.
3. An apparatus according to claim 1 wherein
said broadcast or cable television data receiver

means comprises set-top box means.

4. An apparatus according to claim 1 wherein
said broadcast or cable radio data receiver means
comprises Digital Audio Radio (DAR) data receiver means.

5. An apparatus according to claim 1 wherein
said data set includes address information and
said data processing means further comprises means
for comparing said address information with preprogrammed
receiver address information to detect a match.

6. An apparatus according to claim 1 further
comprising:

visual display means coupled to said data
processing means for indicating said telephone number or
electronic address data is stored in said memory means and
activation means coupled to said data processing
means for activating said read data means.

7. An apparatus according to claim 1 wherein
said memory means comprises means for storing a
plurality of digitally encoded telephone numbers or
electronic addresses in predetermined address locations.

8. An apparatus according to claim 1 wherein
said access means comprises dual port memory means.

9. An apparatus according to claim 1 wherein
said write data means comprises write data port
means and
said read data means comprises read data port

~~means.~~

10. An apparatus according to claim 1 wherein
said read data means further comprises output means
for outputting said read telephone number or electronic
address data to transmission means coupled to said read
data means for transmitting said read telephone number or
electronic address data to an external location.

11. A method for interactive broadcast or cable
television or radio including the steps of:

receiving via broadcast or cable television or
radio data receiver means a data set including telephone
number or electronic address data;

processing in predetermined manner via data
processing means coupled to said broadcast or cable
television or radio data receiver means at least said
telephone number or electronic address data;

writing via write data means coupled to said data
processing means said telephone number or electronic
address data into memory means and

reading via read data means coupled to said memory
means stored telephone number or electronic address data
from said memory means wherein

said writing via said write data means and
said reading via said read data means are capable of being
accomplished simultaneously or substantially
simultaneously.

12. A method according to claim 11 further including the steps of:

indicating via visual display means coupled to said data processing means said telephone number or electronic address data is stored in said memory means and

activating via activation means coupled to said data processing means said read data means.

13. A method according to claim 11 further including the step of:

outputting said read telephone number or electronic address data from said read data means to transmission means coupled to said read data means for transmitting said read telephone number or electronic address data to an external location.

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